RJ Reynolds
Tobacco Company

JD
LB
KJ
AE

January 15, 1993

G.H. MOULTON
Chain Accounts Manager

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Subject:: **CVC Program**

Mr. Terry Lyons, Buyer - 7-Eleven, has supplied the list of stores in the Northeast Division, which will participate in the CVC Program. It is our understanding the units will begin arriving in February

An outside company will install the fixtures, displays and clock. Upon completion, local offices will be contacted and our representatives can merchandise the RJR contracted display space.

Clocks are authorized for CVC stores. Non-CVC accounts can receive the clock. However, participation in a counter display program is required, i.e. counter preferred presence, PCD, etc. If a clock is needed for a 7-Eleven, please contact me via DT/EM..

Attached are the following:

- List of stores, signed by 7-Eleven management, that will participate.
- The selling brochure used by 7-Eleven management.
- Copy of DM-67-F dated 4/29/92.

If you have any questions, please contact me.

George H. Moulton
GHM/pk
atts.

cc: R. C. Farmer
R. F. Kane
B. G. Norman
P. E. Schmidt
M. A. Young

A7-11CVC.PRO

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/pjhy0000

REVISED C.V.C. RECAPS

MARKET	1711	1712	2421	2421S	2422	2423	2461	2464
TOTAL STORES IN MARKET	50	67	43	32	68	75	47	53
STORES PARTICIPATING	18	36	20	26	27	18	20	31
TOTAL % PARTICIPATING	36%	54%	47%	81%	40%	24%	43%	58%

TOTAL STORES PARTICIPATING 196

1711	1712	1712	2421	2421S	2422	2423 ✓	2461	2464
17871-N	11442-N	11455-N	24513-N	11260-N	11162-N	11211-N	15118-N	11501-N
11015-N	11445-N	11449-N	25986-N	11265-N	11155-N	11223-N	11479-N	11513-N
11043-N	20610-N	11443-N	19880-N	11269-N	11180-N	29791-N	15898-N	23880-N
20472-N	21958-N	21390-N	20588-N	11272-N	11185-N	20480-N	15950-N*11/2	16157-N
11017-N	23491-N	20848-N	24485-N	11274-N	11210-N	11233-N	22402-N	30292-N
11024-N	29158-N	11436-N	25680-N	11278-N	26802-N	11230-N	16160-N	25854-N
26572-N	29430-N	24107-N	11467-N	22653-N	11158-N	23754-N	15497-N	30238-T
11038-N	11435-N	10955-N	15029-N	15848-N	25448-N	11226-N	15982-N	25860-N
11046-N	11465-N	11439-N	16309-N	15869-N	11148-N	11195-N	19610-N	11496-N
29157-N	26099-N	11441-N	17765-N	15874-N	23407-N	23367-N	15405-N	26211-N
23436-N	24608-N	11451-N	18249-N	18474-N	22413-N	16869-N	22398-N	30214-N
11028-N	11429-N	18024-N	25393-N	17385-N	11161-N	11237-N	15810-N	30260-N
11022-N	18390-N	24087-N	26784-N	18035-N	26250-N	11207-N	15438-N	30221-N
11049-N	22645-N	24471-N	25773-N	19112-N	26251-N	11217-N	16638-N	30294-N
11050-N	24447-N	26280-N	26719-N	21149-N	11167-N	11231-N	25905-N	11511-N
14860-N	26366-N	11457-N	11462-N	21337-N	11205-N	11204-N	20448-N	11527-N
11031-N	29220-N		15471-N	21412-N	16202-N	29753-N	14866-N	15767-N
16090-N	29776-N		15528-N	21962-N	11170-N	27642-N	22400-N	16152-N
	11458-N		24817-N	22491-N	11174-N		22399-N	16153-N
	29431-N		19389-N	16725-N	23872-N		15123-N	16423-N
				23893-N	11179-N			24229-N
				24058-N	11149-N			24450-N
				24067-N	11173-N			25594-N
				24809-N	16025-N			25933-N
				29135-N	16369-N			26101-N
				17163-N	18991-N			26561-N
					29729-N			26698-N
								29112-N
								11509-N
								24433-N*11/2
								27668-N*11/2

*New sign up and date.

TL768 Rev. 11/02/92

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Source: https://www.industrydocuments.ucsf.edu/docs/pjhy0000